Hands On®
The Newsletter of the American Massage Therapy Association
September/October 2002

Rejuvenate Your Heart And Hands At Portland Convention

Just around the corner is AMTA's 59th National Convention in scenic Portland, Oregon, on October 2-6. There's still plenty of time to join your friends and fellow massage therapists for a week of first-rate education, information on the latest products and services to enhance your career, and evening social events.

What else can you expect in Portland this year? AMTA offers you 20 innovative continuing education classes, a grand Exhibits Marketplace and the annual AMTA business meeting.

If you have never been present at a National Convention, this is your chance to come and

discover the vast resources available to you. Meet with your colleagues in Portland, and explore the unlimited possibilities of your AMTA membership.

If you miss the August 31 cutoff date for mail-in, Fax or online registration, don't fret! Simply bring the registration form with you to Portland for easy registration on-site. Complete information is available online at: www.amtamassage.org. Or, phone the National Office at 847-864-0123, ext. 143. We look forward to seeing you in Portland!

exploring new heights!

Judge Dismisses AMTA Lawsuit; Cites Poor Ethics Of MPAmedia

As you know, in May 2001, AMTA filed a lawsuit against Maxwell Petersen Associates, Inc. (aka MPAmedia, Inc., corporate owner of *Massage Today*). On July 18, 2002, U.S. District Court Judge Morton Denlow dismissed AMTA's lawsuit because, in his opinion, our case wasn't sufficiently different from previous court decisions regarding information in telephone directories. He refused to accept that the unique and creative selection and compilation of AMTA member names and addresses could be protected separately from the whole book. This means that a book, such as the *Membership Registry*, could be protected by copyright laws, but the information contained in it could not be protected.

However, in a court hearing on July 11, the judge also commented that from a business ethics standpoint, MPAmedia should not have done what it did.

MPAmedia took member contact information from the *1999 AMTA Membership Registry* without members' permission. It used AMTA members for its corporation's gain—selling AMTA member information to other businesses, and increasing *Massage Today*'s circulation with AMTA member addresses to command higher advertising rates, thus increasing its profits.

More Than 4,900 Members Directly Affected

AMTA has always viewed the lawsuit as both an ethical issue and a legal one. Unfortunately, we lost the legal battle. However, your AMTA Board of Directors is convinced that this lawsuit was the right thing to do. AMTA is committed to protecting the rights and privacy of its members and of your association. More than 4,900 members (more than 10 percent of AMTA's membership in 1999) did not give permission for their contact information to be part of mailing lists, but gave permission for their information to be included in the *Registry* for networking among members. These are the members directly wronged by the unethical behavior of MPAmedia.

The principle of member support is at the heart of AMTA's efforts in the lawsuit. AMTA's support for its members is for all of its members. If a state where we only have a few hundred members considers legislation that would have a negative impact on massage therapists there, AMTA would do what it could to protect the members affected.

Your Personal Information Not Protected

You may feel that you were not directly affected by what MPAmedia did. But their actions and the court decision mean you cannot protect your personal information, and associations can't protect their members from having contact information used against the members' wishes.

In the last few months, business ethics have been a major issue in the United States. Some business executives have avoided the legal system, pursued unethical behavior and benefited financially. AMTA feels that our profession can't let unethical behavior go unchallenged.

> "The judge…commented that from a business ethics standpoint, MPAmedia should not have done what it did."

We regret that our legal efforts didn't succeed, but we are confident we did all we could in this case to help protect the privacy and rights of AMTA and its members.

It is my hope that everyone in the massage profession will work together in an ethical manner for the benefit of the profession.

Carolyn C. Talley
AMTA President

Hands On
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Information contained in *Hands On* does not necessarily reflect the opinions or beliefs of AMTA and/or staff of *Hands On*. AMTA, founded in 1943, is the oldest and largest nonprofit, national, professional organization serving massage therapists in the United States, Canada and more than 30 other countries.

Membership in AMTA is open to all qualified individuals regardless of race, creed, national origin, gender, age, marital status, religion, sexual orientation or physical handicap.

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President's Letter

A Year Of Growth

As I pause to write my final letter for *Hands On*, it is hard to believe that my year as national president went by so fast. One thing that will stay with me for years to come is the wonderful AMTA members that I have met along the way, and their determination and enthusiasm about this association.

When I reflect back on my decision to run for president, I remember one of the thoughts that entered my mind. Can I really do this job and continue with my full-time position as a teacher? I soon learned that I was about to face one of the biggest challenges of my life.

Without hesitation, I can tell you that being president of this association is close to a full-time job. This is when I realized how lucky I was to have the support of the AMTA Board of Directors. These wonderful individuals all have knowledge and a vision for AMTA's future, and were willing to be on three-hour conference calls when asked!

The committee chairs and committee members were constantly working to develop prioritized objectives to support the AMTA Strategic Plan. It is also important to mention that everyone involved in national leadership works hard to provide better benefits for AMTA members.

Then I am reminded of Elizabeth Lucas, AMTA executive director, and the wonderful folks on staff at our National Office. I am in awe at how much work they accomplish on a day-to-day basis.

I personally want to thank every one of you who has contributed to making this organization the very best, whether you are a volunteer on the chapter level, or a volunteer on the national level.

After the AMTA National Convention in Portland, Brenda Griffith will be taking over as president of the association. I know that Brenda will do a wonderful job, and I would ask that you give her all the support you have given me this past year. Also after the convention, Steve Olson will be retired from the board of directors. I would like to personally thank Steve for his excellent leadership over the years, and his tireless commitment to AMTA and the massage profession.

In closing, I would like to thank all of you who believed in me and supported me as your president. My experience has made me believe more than ever that being a member of AMTA is the best choice that I could have ever made. This organization has helped me grow not only as a member, but also as a professional.

Keep smiling, and GET A MASSAGE!

Carolyn C. Talley

Carolyn C. Talley
AMTA President

Federal Government Approves COMTA As Accrediting Agency

Massage schools will continue to be held to the highest standards of quality, thanks to a recent decision by the U.S. Department of Education.

Effective July 10, 2002, the Commission on Massage Therapy Accreditation (COMTA) became the first nationally recognized accrediting agency dedicated solely to accrediting schools and programs of massage therapy and bodywork to improve the quality of massage therapy and bodywork education. The accreditation process is a voluntary, peer-reviewed process for schools measuring their performance against standards reflecting the expectations of the profession.

Recognition by Rod Paige, U.S. Secretary of Education, will enable COMTA-accredited schools to apply for participation in financial aid programs offered through the Title IV program, such as grants, guaranteed student loans and work-study programs.

With this achievement, massage therapy and bodywork joins three other complementary and alternative medicine professions—chiropractic, osteopathy and acupuncture—in having nationally recognized accrediting agencies.

The focus of educational accreditation is to improve the quality of postsecondary education for students enrolled in the educational process. According to Carole Ostendorf, executive director of COMTA, "Being nationally recognized supports COMTA's ongoing efforts to reflect the educational needs for practitioners entering the profession through identifying and maintaining standards of quality.

"This is another step in the public recognition for massage therapy and bodywork as part of an evolving realization of the need for safe and therapeutic touch provided by qualified practitioners who embody the qualities of presence, compassion and clarity," Ostendorf adds.

Florida Therapist Assists In Arrest Of Area Con

Sue Welfley (FL) played a vital role in a police-run sting operation in early May, which led to the arrest of Robert Andrew Ward, who had been scamming massage therapists in the Tampa Bay area for approximately seven years.

Ward would tell therapists that he was an entertainer/musician with Atlantic Records, and that he had been injured on the job. He assured therapists that he was receiving a weekly allotment check from Atlantic Records, specifically for his massage treatments—all false information.

He would give an array of excuses why he couldn't pay for the massage that day. At least 40 massage therapists did not get paid for their services.

When Ward contacted Bette Gibson (FL), who does not normally do house calls, she made an exception. She also got an excuse about payment for her services. So, she contacted Welfley for help in stopping Ward from doing this to other massage therapists.

Sue Welfley

Ward disappeared from the area four years ago after skipping a hearing on charges filed by Gibson. Then, in early May, Welfley received a message at work from Ward requesting a massage. She contacted Gibson, and together they contacted the Hillsborough County Sheriff's Office.

Meanwhile, Welfley began calling local massage therapists to alert them of Ward. With Detective Craig J. Darlak's help, a sting was set up in Welfley's office. Ward came to her office for the massage, and after preparing for the massage, he was arrested by authorities.

Recently, Ward received a 27-month sentence in the state prison.

"Massage therapists who work together for the good of the profession really can accomplish important feats," says Welfley.

Time Magazine Features Massage As Mainstream Therapy

Reaching millions of consumers, the July 29 issue of *Time* magazine (below) featured a three-page article about how massage is now mainstream. The article quotes data from the *2001 AMTA Consumer Survey* to show that more and more people are receiving massage, and describes the growth and acceptance of massage throughout the country.

Photo by TIMEPIX

The writers contacted AMTA in May to develop the article, and AMTA provided them with a wealth of information about the benefits of massage and qualifications for massage therapists.

To purchase a copy of the article, go to: www.time.com/time/magazine/archives/, and enter "massage" into the space provided to search the archive for the "Massage Goes Mainstream" feature. Or, go to your library and make a photocopy.

AMTA's Efforts Help Double Media Coverage Of Massage

AMTA's continuing efforts to increase public awareness helped boost media coverage of massage by 50 percent during the last fiscal year. Between March 1, 2001 and February 28, 2002, a remarkable total of 12,640 newspaper and magazine articles about massage were printed.

AMTA was directly involved in the development of massage articles in many of the largest circulation magazines and newspapers in the country, as well as major health and medical publications.

Articles referring to massage, AMTA and/or AMTA members appeared in such publications as *American Medical News, Arthritis Today, Barron's, Consumer Reports, Modern Maturity, Physician's Weekly, Reader's Digest, USA Today, The Wall Street Journal* and *Time* magazine (see above article).

Since AMTA began its systematic media efforts in 1997, the number of print stories about massage has approximately quadrupled during this time frame.

Legislative Report

Idaho Massage Bill Update

In the last issue of *Hands On*, it was reported that Idaho S.B. 1418, which would regulate massage therapy, was "dead." To clarify, S.B. 1418 was pulled before the Idaho Senate could vote on it, making it dead for this portion of the session, as was reported to AMTA's legislative tracking service. The AMTA-Idaho Chapter and its coalition are still hard at work. The bill is alive, and will be presented in the winter session 2002-2003 of the Idaho legislature.

Understanding Scope Of Practice

Many of you have heard this phrase again and again, but what exactly does scope of practice mean for a massage therapist? The following in-depth information, taken from AMTA's *The Business of Massage* textbook, should be of interest to all AMTA members who might be interested in eventually branching out into other modalities.

Scope of practice is defined by whatever legal body has the authority to specify the services a member of the profession may or may not perform. The legal authority will vary from jurisdiction to jurisdiction—it may be a state, a province, or a national government. States might impose more stringent rules than a national regulatory body, and municipalities more stringent that states, all levels of which practitioners are required to follow. To operate outside this scope would constitute a violation of law.

In most jurisdictions, a massage practitioner is not allowed to "treat," "diagnose," or "prescribe." However, massage therapists are allowed to practice certain services in some states that other states prohibit. For instance, the state of Florida allows massage therapists to perform ultrasound; the state of Maryland does not. It is important that you understand the scope of practice defined by your state or province. It would contribute to your professional breadth of understanding if you were to be knowledgeable about the scopes of practices of other allied professions in your state as well.

To find out the scope of practice for your area, check with your state or city government. A link to state legislature Web sites can be found under the Legislation link in the Members' Section of the Web site. To get there, go to: www.amtamassage.org/members/home.htm.

fingerprints

Air Force Videographer Brings Massage To Troops

Master Sgt. Mike Fennessy (CT) was on a six-month deployment to the Al Udeid Air Base, Qatar, when the opportunity arose to help relieve the stress of the 379th Expeditionary Services Squadron.

Fennessy, who was documenting Operation Enduring Freedom, noticed that people in the squadron appeared stressed, so he started offering free massages during May.

Photo by Staff Sgt. Danielle Upton

Master Sgt. Mike Fennessy massages Master Sgt. Scott Wallace.

In an equipment supply tent, he took massage clients three days a week, using a massage table assembled by base civil engineers and members of the 200th and 201st Expeditionary Red Horse Squadron.

Many of the people he worked on were receiving their first massages, a great opportunity that Fennessy recognizes. "It opens the eyes of a lot of people about massages," he says in an *Air Force Link* interview with 1st Lt. Johnny Rea.

Therapists Help Dancers Stay On Their Toes

The Lagan Riverdance troupe was treated to massages from Merrie Peterson Busch (NE) and Michelle Metzler (WI) before and during its performance in mid-April at the Leid Center for Performing Arts in Lincoln, Nebraska.

Metzler travels with the group throughout its U.S. and Canadian tour. Using AMTA's *Find a Massage Therapist*® national locator service, she contacts a massage therapist in the area of each performance ahead of time to assist in giving the troupe massages. Peterson Busch happened to be the one selected in Lincoln.

"It makes me appreciative that people want to find someone qualified, and are looking at this [national locator service]," says Peterson Busch.

In total, she gave approximately 50 20-minute massages to the dancers and singers. Most of the massages given to the dancers were deep muscle leg work; the majority of work on the singers was neuromuscular and focused on the neck area.

Michelle Metzler, far left, and Merrie Peterson Busch with members of the Lagan Riverdance.

"The Russian and Irish dancers were so appreciative of my work with them," says Peterson Busch.

AMTA-Connecticut Chapter MERT Recognized At Performance

Members of the AMTA-Connecticut Chapter Massage Emergency Response Team™ (MERT™) were given center stage during the opening ceremonies of the Ringling Bros. and Barnum & Bailey Circus in Hartford, Connecticut, in mid-May.

The Connecticut MERT team was honored for their volunteerism at Ground Zero as part of a "Three Rings of Heroes" presentation.

Franci Tartaglino (CT) and Wendy Payton (CT) accepted an award on behalf of the group from Kevin Venardos, circus ringmaster.

Ringmaster Kevin Venardos addresses members of the AMTA-CT Chapter MERT.

quick tips!

Create A Logo To Market Your Business

When you are deciding on a name for your business, think about how you will communicate that name. Remember, every time people read the name on your stationery, business cards, signs, forms, or other printed materials, they will be reminded of you and your services. To send a consistent message about your business, your services, and your professionalism, you will want a well-designed logo. It could include the name of your business (which might be your own name) and could also incorporate a picture or other design element.

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If you are artistically inclined—especially if you know how to select type fonts and choose ink colors—you might want to design your own logo. However, keep in mind that an ability to draw is no substitute for experience in graphic design. The money you spend for the expertise of a graphic designer will be a good investment if the outcome is a well-designed logo that reinforces a professional, caring image.

From *The Business of Massage*
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Expand Your Chapter Experience

WEB BYTES

In response to member requests, AMTA created the new Chapter Events Ecalendar, which can be found in the Members' Section of the Web site. Look up AMTA Chapter events in your state and across the country. An easy-to-fill-out form allows officers to post information at any time. To get to the Ecalendar, go to the Members' Section, enter the user name and password and click on the announcement article link, or simply look in the Chapter Section Index. A drop-down box is conveniently positioned at the top of the calendar to select any month and year combination.

Another addition to the Web site is an online Chapter Officers Roster, available online at: www.amtamassage.org/members/chapofcr_intro.html. You can find contact information for your state's current chapter officers and officers in other states. Just click on your state for the complete list; chapter unit contact information follows the chapter officers. This material is a trade secret, and is strictly a benefit for use by AMTA members only. The roster is not a directory to be used for commercial purposes.

Spread The Message: Massage Relieves Stress

Create greater visibility for yourself, your practice and your profession. Join AMTA in this year's National Massage Therapy Awareness Week™ (NMTAW), which will be held October 20-26. This year's theme proclaims, "Massage Relieves Stress."

Media representatives have told AMTA that stress relief is an important news item, especially since the events of last September 11 and the economy. Reporters have asked AMTA if Americans are getting more massages to help cope with stress. NMTAW is a good opportunity to show the public this benefit, as well as all the other benefits of massage.

NATIONAL MASSAGE THERAPY AWARENESS WEEK™
OCTOBER 20-26, 2002
Massage Relieves Stress
American Massage Therapy Association®

Remember that your events and publicity efforts can be as simple or as detailed as you feel you can handle. Contact your AMTA Chapter to ask how you can support its NMTAW events.

Home Depot's Building Better Health program is once again supporting NMTAW. Home Depot locations will work only with AMTA Chapters, so individual members should contact their chapter about this opportunity.

Downloadable color and black-and-white versions of this year's logo are available online in the Members' Section of the Web site at: www.amtamassage.org/members/NMTAW/nmtaw.htm, as are tips and an events planning guide.

Board Continues To Assess MERT Program

The AMTA Board of Directors discussed the association's interest in continuing to train Professional-classification members for AMTA's Massage Emergency Response Team™ (MERT™) at its second meeting of the year, which was held in Savannah, Georgia, from June 8-10.

After the events of last September 11, MERT has been more active than ever before. The board charged the Massage Emergency Response Team Committee to provide more information about the possible roles AMTA might play and future MERT responses, and to bring this information to the fall board meeting in Portland, Oregon.

The following actions were also taken by the board at its June meeting:

- It requested investigation and recommendations for a volunteer recruitment and retention plan by the February 2003 meeting.
- The Healthcare Integration Committee was charged with developing appropriate messages and being a source of information about insurance reimbursement with regards to health care and complementary and alternative medicine. Committee members also were requested to review and comment on massage medical codes.
- The Ethics and Standards Committee was charged with investigating the costs and organization of the review process for the refinement and continued development of algorithms for the Standards of Care documents. It also was charged with investigating the development, costs and time line of creating an Emerging Health Profession document.

A special thanks to the AMTA-Georgia Chapter for its Southern hospitality during the board's stay.

Register Now!

Portland, Oregon
EXPLORING NEW HEIGHTS
AMTA® 2002 National Convention • October 2–6, 2002

Phone Registration: 847-864-0123, ext. 143 • Online Registration: www.amtamassage.org
Registration Deadline: August 31, 2002

Touch Professionals Join Forces At Canadian Symposium

Building a bridge between touch researchers, touch leaders in the field and touch practitioners was the purpose of a gathering in late May for the first International Symposium on the Science of Touch in Montreal.

The conference presented the unique opportunity to unite specialists from five continents in a shared experience centered on establishing relationships, and exploring recent research results and their implications for the practice of massage therapy. This was an excellently organized symposium that offered high-quality scientific and educational content.

There were four plenary sessions with the following noted individuals: Tiffany Field (FL), Ph.D., director of the Touch Research Institutes; Janet Kahn (VT), Ph.D., former AMTA Foundation president; David Eisenberg, M.D., Harvard Medical School; and Jean Drouin, M.D., D.O., president of the Quebec Association of Holistic Health.

There were more than 50 workshop presenters from an impressive number of countries—Australia, Belgium, Brazil, Canada, France, Japan, Switzerland and the United States.

Evidence of AMTA's involvement in research was visible in many aspects of the symposium. The significance of the work of the AMTA Foundation was demonstrated by presentations on the work of five grant recipients. Two past AMTA Foundation presidents—Kahn and Grace Chan (ON)—were in attendance. John Balletto (RI), AMTA Foundation president, presented the massage therapy research agenda developed under the auspices of the AMTA Foundation. In addition, Eisenberg announced that a significant back pain study is set to commence. The AMTA Foundation provided funds for the original pilot study.

In his closing remarks, Réal Gaboriault (PQ), chairperson of the symposium and president of the Canadian Touch Research Center, one of the groups that sponsored the event, said the event exceeded the organizers' expectations.

Réal Gaboriault, far left, David Eisenberg and AMTA Immediate Past President Steve Olson at the International Symposium on the Science of Touch in Montreal.

foundation bulletin

College Educator Assumes New Committee Position

The AMTA Foundation is pleased to announce the appointment of Glenn Hymel (LA), Ed.D., as chair of the Research Grants Review Committee. Hymel is a professor of psychology at Loyola University in New Orleans and maintains a private massage practice. Currently, he is chair of the AMTA Foundation Database Committee.

Thank-you to Martha Brown Menard (VA), Ph.D., whose tireless efforts as past chair of this committee has assured that the research grants awarded by the AMTA Foundation are of high quality and scientific merit.

Reserve Your Spot In Portland For Post-Convention Workshop

So you're already in Portland, Oregon, for AMTA's National Convention…why not stay a couple extra days (October 6-7) for the post-convention workshop, led by the renowned educator Leon Chaitow, D.O., N.D.

Chaitow will conduct a workshop entitled "Soft-Tissue Manipulation for the Enhancement of Thoracic and Breathing Function." It will focus on the causes and effects of breathing pattern disorders, as well as strategies and protocols to help restore more normal breathing. The hands-on bodywork methods taught at the workshop will derive from strategies of osteopathic soft-tissue manipulation, physical therapy rehabilitation and yoga.

This workshop is a fund-raising event for the AMTA Foundation, and is approved by the National Certification Board for Therapeutic Massage and Bodywork for 12 CEUs.

Leon Chaitow

TAKE ACTION!

Registration for this event ends August 31; however, registration will be available on-site in Portland. For more information, call the National Office at 847-864-0123, ext. 143.

Calendar

September 29-October 1
AMTA Board of Directors Meeting
Portland, Oregon

October 2-6
AMTA National Convention
Portland, Oregon
Contact: 847-864-0123, ext. 143
Exhibitor Contact: 847-864-0123, ext. 113

October 6-7
AMTA Post-Convention Workshop
Portland, Oregon
Contact: 847-864-0123, ext. 143

October 20-26
AMTA's National Massage Therapy Awareness Week™
Contact: 847-864-0123, ext. 149

2003

January 21-25
AMTA Council of Schools Annual Meeting
Clearwater Beach, Florida
Contact: 847-864-0123, ext. 150

October 22-26
AMTA National Convention
Richmond, Virginia
Contact: 847-864-0123, ext. 143

Education Events

Log On Your Computer For New Online Education

A new continuing education program designed to meet the needs of busy massage professionals is coming late fall to a computer near you via the AMTA Web site. AMTA's online education is easy to access and inexpensive, yet still contains current information vital to practicing massage therapists.

Beginning in mid-October, just log on to the AMTA Web site [www.amtamassage.org] to access the online education area, read the online education article and answer questions pertinent to the article to earn your CEUs. It's that easy.

Special software is not needed, and it includes no large graphics that take a long time to download. Plus, the Web site is accessible 24 hours a day, so you don't need to take time away from your clients.

COS Annual Meeting Continues Competency-Based Education

The upcoming AMTA Council of Schools Leadership Conference and Annual Meeting, to be held on January 21-25, 2003 in Clearwater Beach, Florida, for massage school administrators, will feature a unique session on "Competencies: Jeopardy–Providing the Answers, Evoking the Questions."

Other classes include "Developing an Effective Research Curriculum"; "Teaching Strategies for the Four Learning Styles"; and "Utilizing Common Software to Run a Massage School." Dual-purpose networking and informational opportunities include "Accreditation Pros & Cons"; "Exploring Articulation Agreements"; and "How to Run a Successful Student Clinic."

Registration begins in September. For a brochure, call 847-864-0123, ext. 150.

AMTA MERT Receives National Honors

The AMTA Massage Emergency Response Team™ (MERT™) program won the 2002 Award of Excellence for the Associations Advance America (AAA) Awards Program in early June. AAA is a national competition sponsored by the American Society of Association Executives (ASAE), based in Washington, D.C.

The AAA Awards program recognizes associations that propel America forward with innovative projects and community service.

Upcoming Deadlines

November 1, 2002 — *Jan./Feb. 2003 Issue*
January 1, 2003 — *March/April 2003 Issue*

Hands On welcomes contributions from all AMTA members. All submissions must include a legible signature and phone number, and may be edited for space and clarification. *Hands On* does not accept advertisements. Address all correspondence to:

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